

CLAIMS

What is claimed is:

- 1 1. A method, comprising:
2 correlating information to provide a promotion;
3 providing a broadcast segment that displays information related to the
4 promotion as part of an interactive video display transmission; and
5 processing a command sent from a user input device in response to the
6 displayed information to initiate a transaction related to the promotion.
- 1 2. The method of claim 1 wherein information includes a first set of data related
2 to product data and a second set of data related to the broadcast segment.
- 1 3. The method of claim 2 wherein information includes a third set of data related
2 to a user profile.
- 1 4. The method of claim 2 wherein the product data comprises data indicative of
2 one of broadcast segment, date, time, season, or merchant product volume
3 information.
- 1 5. The method of claim 3 wherein the user profile comprises data indicative of
2 one of a purchase history, personal interest, income level, gender, age, or broadcast
3 segment viewing history.

6. The method of claim 5, further comprising generating the purchase history by storing information indicative of previous user transactions with a network accessible via an interactive video casting system.

7. The method of claim 1, further comprising subsequent to processing the command sent from the user input device, applying the promotion to a transaction with a user.

8. The method of claim 1, further comprising subsequent to processing the command sent from the user input device, storing in a storage unit a credit related to the promotion that is usable for a future transaction.

9. The method of claim 1 wherein the command comprises a first command, the method further comprising:

comparing a user's current transaction conducted via the interactive video display transmission to promotion information stored in a storage unit associated with the user, the promotion information corresponding to at least one promotion previously provided to the user;

if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, providing all applicable promotions to the user;

receiving a second command sent from the user input device to apply at least one of the provided promotions to the user's current transaction; and

removing information related to the applied at least one promotion from the storage unit.

1 10. The method of claim 1 wherein the command comprises a first command, the
2 method further comprising changing a frequency of providing of promotions in
3 response to a second command received from the user input device.

1 11. The method of claim 1, further comprising correlating a calendar entry in a
2 calendar with the information to provide the promotion.

1 12. The method of claim 1 wherein the interactive video display transmission
2 comprises a transmission from an interactive video casting system.

1 13. The method of claim 1 wherein the interactive video display transmission is
2 provided from an interactive video casting system, the method further comprising
3 using information related to previous use of the interactive video casting system to
4 provide a promotion based on frequency of use of the interactive video casting
5 system.

1 14. The method of claim 1, further comprising:
2 storing information related to the promotion in a storage location if at least a
3 portion of the broadcast segment is stored; and
4 retrieving the stored information from the storage location during retrieval of
5 the stored portion of the broadcast segment and providing the promotion along with
6 the retrieved portion of the broadcast segment to the user.

1 15. An article of manufacture, comprising:
2 a machine-readable medium having stored thereon machine-readable
3 instructions to:

4 correlate information with a promotion;
5 combine the promotion with a broadcast segment provided via an
6 interactive video casting system; and
7 process a command sent from a user input device to apply an element
8 of the promotion to a transaction conductable via the interactive video casting
9 system.

1 16. The article of manufacture of claim 15 wherein the correlated information
2 includes one of user profile data, product data, or broadcast segment data.

1 17. The article of manufacture of claim 15 wherein the element of the promotion
2 comprises a credit, the machine-readable medium further having instructions stored
3 thereon to, in response to receiving the command from the user input device, store
4 the credit in a storage unit for application towards a future transaction conductable
5 via the interactive video casting system.

1 18. The article of manufacture of claim 15 wherein the command comprises a
2 first command, the machine-readable medium further including instructions stored
3 thereon to:

4 compare a user's current transaction conducted via the broadcast segment to
5 promotion information stored in a storage unit associated with the user, the
6 promotion information corresponding to at least one promotion previously provided
7 to the user;

8 if the at least one promotion corresponding to promotion information stored in
9 the user's storage unit is applicable to the user's current transaction, provide all
10 applicable promotions to the user;

11 process a second command sent from the user input device to apply at least
12 one of the provided promotions to the user's current transaction; and
13 remove information related to the applied at least one promotion from the
14 storage unit.

1 19. A server for an interactive video casting system, the server comprising:
2 a storage unit having information stored therein capable of being correlated to
3 a promotion;
4 a processor communicatively coupled to the storage unit, the processor
5 capable to trigger correlation of the information stored in the storage unit to the
6 promotion and to control insertion of the promotion into an interactive video display
7 transmission; and
8 a communication interface communicatively coupled to the processor to
9 provide the interactive video display transmission having the promotion to a client
10 terminal.

1 20. The server of claim 18 wherein the processor capable to trigger storage of
2 data related to the promotion in a storage location coupled to the client terminal.

1 21. The server of claim 18 wherein the processor capable to trigger storage of
2 data related to the promotion in a storage location coupled to a head-end.

1 22. The server of claim 18 wherein the interactive video display transmission
2 comprises an interactive television transmission.

1 23. The server of claim 18 wherein the information stored in the storage unit
2 includes one of user profile data, product data, or broadcast segment data related to
3 a broadcast segment that is part of the interactive video display transmission.

1 24. The server of claim 18, further comprising another storage unit capable to
2 store promotion data in response to a command received from the client terminal via
3 the communication interface to defer application of the promotion.

1 25. The server of claim 18 wherein the processor is further capable to apply the
2 promotion to a transaction in response to a command received from the client
3 terminal via the communication interface to initiate the transaction.

1 26. A system, comprising:
2 an interactive video casting network coupleable to a communication network
3 to provide a broadcast segment, having a promotion, as part of an interactive video
4 display transmission; and

5 a server coupleable to the interactive video casting network, the server
6 including:

7 a storage unit having information stored therein capable of being
8 correlated to the promotion;

9 a processor communicatively coupled to the storage unit, the
10 processor capable to trigger correlation of the information stored in the
11 storage unit to the promotion and to control insertion of the promotion into the
12 broadcast segment; and

13 a communication interface communicatively coupled to the processor
14 to provide the broadcast segment having the promotion to a client terminal.

1 27. The system of claim 26 wherein the interactive video casting network
2 comprises an interactive television network.

1 28. The system of claim 26 wherein the server further comprises another storage
2 unit capable to store promotion data in response to a command received from the
3 client terminal via the communication interface to defer application of the promotion.

1 29. The system of claim 26 wherein the server is coupled to store data related to
2 the promotion in a first storage location coupled to the client terminal or in a second
3 storage location at a head-end of the interactive video casting network.

1 30. The system of claim 26 wherein the processor is further capable to apply the
2 promotion to a transaction in response to a command received from the client
3 terminal via the communication interface to initiate the transaction.

1 31. A method for providing targeted promotions via an interactive video casting
2 system, the method comprising:
3 correlating information from a plurality of merchants with data on usage of the
4 interactive video casting system by a viewer to provide a targeted promotion;
5 providing information related to the promotion to the viewer by way of at least
6 one portal of the interactive video casting system; and
7 processing a command sent from a viewer input device in response to the
8 information to initiate a transaction related to the promotion.

1 32. The method of claim 31 wherein the at least one portal comprises an
2 interactive television portal.

1 33. The method of claim 32 wherein the at least one portal further comprises a
2 computer portal.

1 34. The interactive portal system of claim 33 wherein the at least one portal
2 further comprises a mobile device portal.

005217.P010